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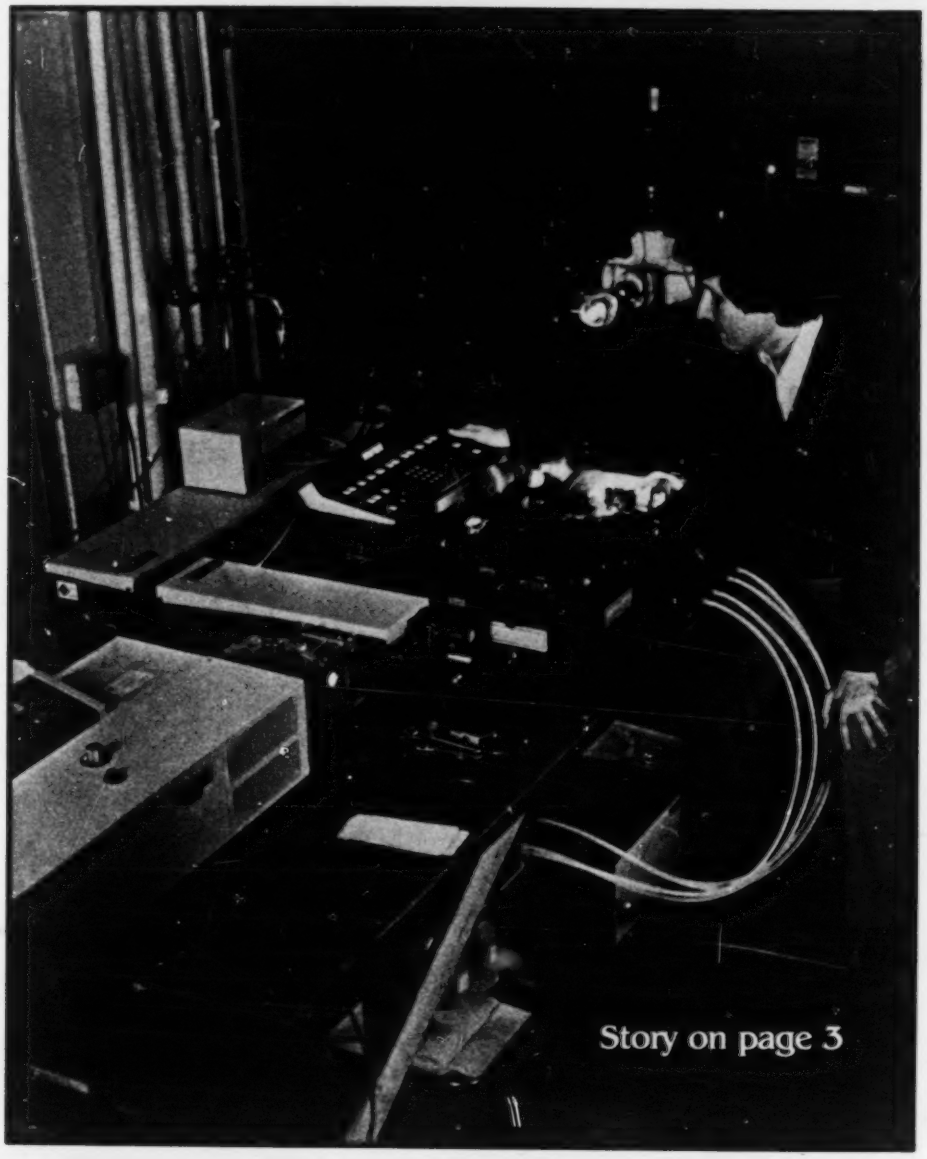
March, 1984

Digest

Iowa DEVELOPMENT COMMISSION



Story on page 3

The Iowa Laser Facility — A taste of the future

AVAILABLE BUILDINGS

PARTIAL LIST

This is not a complete list of all buildings available in Iowa. For further information, please call 515-281-3251.

SQUARE FOOTAGE	COMMUNITY	FORMER USE
10,000	Charles City	Spec Building (new)
11,760	Manson	Industrial
12,000	Sioux City	Spec Building (new)
19,872	Lake Mills	Manufacturing
20,000	Clinton	Spec Building (new)
20,000	Hopkinton	Manufacturing
20,000	Maquoketa	Spec Building (new)
20,960	Dunlap	Manufacturing
21,000	Corning	Spec Building (new)
21,205	Oskaloosa	Spec Building (new)
22,280	Humboldt	Manufacturing
22,500	Red Oak	Spec Building (new)
23,000	Waverly	Spec Building (new)
23,433	Mason City	Lt. Industrial
23,600	Lake Mills	Lt. Mfg./Warehousing
23,800	Rockwell City	Lt. Industrial
29,400	Oelwein	Lt. Mfg./Warehousing
29,500	Sioux City	Manufacturing
30,000	Marshalltown	Spec Building (new)
31,120	Dyersville	Commercial
32,600	Maquoketa	Manufacturing
33,100	Eldora	Mfg./Warehousing
33,600	Marshalltown	Mfg./Warehousing
34,000	Hampton	Manufacturing
35,000	Council Bluffs	Manufacturing
38,900	Kolona	Heavy Industrial
40,000	Creston	Spec Building (new)
40,000	Marshalltown	Lt. Industrial
40,000	New Hampton	Manufacturing
42,900	Ames	Manufacturing
54,080	Oskaloosa	Industrial
60,250	Davenport	Lt. Mfg./Warehousing
65,106	Ottumwa	Trng./Manufacturing
66,467	Waterloo	Manufacturing
73,975	Pella	Manufacturing
77,941	Muscatine	Heavy Industrial
96,000	Pella	Manufacturing
100,000	Cedar Rapids	Spec Building (new)
121,500	Sioux City	Heavy Industrial
137,500	Centerville	Manufacturing
159,336	Mason City	Mfg./Warehousing
160,000	Waterloo	Manufacturing
243,530	Waterloo	Manufacturing
273,000	Fort Dodge	Manufacturing
655,000	Des Moines	Manufacturing

FBA offers free consultation

An initial free legal consultation is available to small and medium-sized businesses interested in entering the export market.

The Export Assistance Program is provided by the Iowa Chapter of the Federal Bar Association in cooperation with the Small Business Administration. The purpose of the program is to increase the participation of small and medium businesses in U.S. export trade and to overcome the lack of availability of advice and counsel, legal and otherwise, at the early stages of planning and information gathering.

Michael Devine, chairperson of the program for Iowa, notes that there are preliminary questions that may prevent potential exporters' exploration of this market opportunity. "Because this initial consultation is free of charge," he notes, "more individuals should be encouraged to seek the answers to their basic questions."

The consultation will not produce detailed documents, nor will it provide in-depth analysis, but it will offer basic information on the legalities of exporting. It will also help set priorities for the potential exporter and identify additional information resources.

Those interested in making use of this service, or attorneys interested in program participation, may contact Michael Devine at Bump & Haesemeyer, P.C., 2 Corporate Place, Suite 200, 1501 42nd St., West Des Moines, IA 50265-1078, or telephone Mr. Devine at 515/225-8811.

Zzzzzap! Laser in Iowa

Use it to align logs at a sawmill, to detect fingerprints on a corpse, or to vaporize diseased tissue in bloodless surgery. Use it to illuminate a target for an artillery shell, to read the prices from your selection of supermarket goods, or to carve precise superhighways.

Shades of Buck Rogers, it's laser technology! And its versatility is astounding.

Range of application is so broad and so pervasive, that the layman can almost assume laser presence, now or in the future, in any circumstance that requires precision. According to the January 1984 issue of *Lasers & Applications*, the laser marketplace grew 32% last year, to a total of almost $3.2 billion. And, typical of any new technology, as systems are refined and perfected the cost comes down.

Right here in Iowa

What many Iowans don't realize is that there's access opportunity right here in the state for those who can't wait to put laser to work.

The Iowa Laser Facility at the University of Iowa opened in 1979. While it was constructed primarily to support the research efforts of University personnel, it's available to non-University users on a time-available basis. The charges are a modest $30/hour for the equipment, and $30/hour for the services of facility personnel.

Non-University users may take advantage of the facility to try out laser applications prior to making an investment in their own equipment. That was the intention of Bill Wells of American Awards, Cedar Rapids. Last summer, Wells consulted with Dr. William Stwalley, Iowa Laser Facility Director, to determine just exactly what kind of laser would suit his needs. Together they decided that American Awards' staff of artists, sculptors and supporting equipment would be vastly complemented by a CO_2 laser. Though that particular kind isn't part of the Iowa Laser Facility, the analytical expertise of Stwalley was invaluable. "Dr. Stwalley knows so much about lasers," said Wells, "he was very generous in helping us evaluate our options."

Scarce facilities

The Iowa Laser Facility is one of very few in the United States. In addition to privately-funded labs at North Carolina and Northwestern, the National Science Foundation funds laser facilities at Stanford, M.I.T., and the University of Pennsylvania, as well as Iowa. The rarity of these sophisticated facilities results in project assignments of geographical variety, as well as topical variety. A sample of last year's activities include:.

"Sodium Vapor Studies" for N.V. Philips, Eindhoven, the Netherlands

"Alkali Metal Vapor Thermodynamic Properties" for Dow Chemical, Midland, MI

"Krypton Ion Pumping of Praesodymium Avalanche Lasers" for Vought Corp., Dallas, Tx

"Solar Pumped Alkali Vapor Laser" for Physical Sciences Inc., Andover, MA

"Gold Vapor Laser for Cancer Photoradiation Therapy" for Plasma Kinetics, Inc., Pleasanton, CA

The facility also offers educational activities, including workshops on the use of specific instrumentation, visiting lecturers, and a graduate course entitled "Lasers and their Applications."

For more information on the Iowa Laser Facility, call 319/353-7081. ✦

American Awards puts laser to work

Bill Wells' brother, a Ph.D. in electrical engineering, is a research scientist at Hewlett-Packard. It was through their conversations that the laser option came to light.

The result? An 80 watt Apollo CO_2 vertical head laser, interfaced with a scanner that senses black. This allows the laser to execute designs directly from a pattern onto plaques, clocks, luggage tags and whatever else needs engraving at American Awards.

The $100,000 equipment runs twenty hours a day and is amortized over seven years.

Wells has discovered that ownership of a laser engraver in Cedar Rapids, Iowa comes in handy. Recently, local manufacturer Cherry Burrell was stumped by the complexity of attaching operating instructions to a machine destined for China. Solutions used in cleaning the equipment would remove inscriptions painted on a surface. American Awards was able to laser engrave the Chinese characters onto a metal plate for an economical $171. ✦

IDC manager of International Trade, John Schissel (left) meets with Jean-Pierre Bourgeacq and Michel Page of Page Hydro Power Systems, Larry Bean from the Energy Policy Council (center) and Jean-Pierre Honnart, a representative of European investors, to discuss plans to develop hydropower plants on Iowa rivers.

John Schaffner (standing), manager of the IDC's Community Resources group, welcomes business leaders from Fairfield on their day-long orientation visit to the IDC.

Members of the Iowa Product Development Corporation watch as an applicant demonstrates features of his product outside the IDC offices. Standing from left are Ted Watson, Acting IPDC President Doug Getter, and Karla Fultz, chairperson of the IPDC.

SBIR seminars spread the word

Small business representatives gathered in three Iowa locations in February to learn how to qualify for federal research and development funds.

Seminars held in Storm Lake, Cedar Rapids and Bettendorf attracted over one hundred participants.

Approximately 50% of all U.S. research and development is funded by the federal government. Federal agencies and their large prime contractors are required to set aside funds for Small Business Innovation Research (SBIR) programs. These funds, available to companies of 500 or fewer employees, offer the opportunity to work on the most challenging problems in science and technology.

Last year there were seven SBIR applications from Iowa, none of which were approved. The goal of the seminars was to inform participants about the program, and also to improve Iowa's proportion of successful applicants. The February programs were scheduled to coincide with release dates stipulated by the various federal agencies.

The free seminars were sponsored by the Iowa Innovation Network, U.S. Small Business Administration, Small Business Development Centers, Center for Industrial Research and Service, Iowa Development Commission, Iowa High Technology Council, Small Business Advisory Council, and the Iowa Product Development Corporation.

Cameras bring cash into state

A multi-million dollar industry reached maturity in Iowa last year . . . the production of film and videotape for feature films, television and commercials. In fact, 1983 film/video production in Iowa easily eclipsed previous years as a total of $4.5 million was spent by visiting production companies shooting on location. Most of the increase was credited to the return of feature filmmaking in Iowa, an activity that's been missing since 1979.

That changed with the decision of New World Pictures to shoot a Stephen King thriller, "Children of the Corn," near Sioux City, and continued during the three-month production of Walt Disney Pictures' "Country" near Waterloo, produced by Jessica Lange and starring Lange and Sam Shepard.

Officials from New World Pictures say "Children of the Corn," starring Linda Hamilton and Peter Horton, will appear in Iowa theaters by March 9, while Disney predicts "Country" will be released this fall. Together the films added $4 million to the state's economy through production company spending for hotel accommodations, meals, construction and labor.

"We feel fortunate we were able to bring these people into Iowa," said Jack Bailey, Director of the Iowa Development Commission. "They could just as easily have shot in another Midwestern state, but we were able to convince them that the locations and the cooperation were here in Iowa."

Authentic locations and local cooperation figured prominently in the decision of another film production crew to spend time in Iowa, according to Bill Lindstrom, the IDC's Audio/Visual and Film Manager. The CBS television series "The Mississippi" shot three episodes of the Ralph Waite-produced project in the Dubuque area, utilizing scores of local actors in the process.

In addition, Iowa was the location for production of several TV commercials in 1983. Rural locations near Harlan were used for a "McDonalds" spot, and "Budweiser Light" tapped locations and talent from Sioux City. Japanese television audiences got a visual taste of Iowa's rolling cornfields for the popular Japanese corn snack "Tongari Corn."

Recent success in attracting film and video production to Iowa has provided the impetus for an increase in IDC film promotion activities. Bailey reports that the Iowa Development Commission recently approved formation of a film/video advisory board to look into ways to improve Iowa's marketing and education skills in this area.

"We hope to have a good cross-section of people from the Iowa film and videotape industry by the end of March," said Bailey. "This board will add a higher degree of sophistication to Iowa's efforts to attract more production. And with keener competition between the states for the production dollar, those efforts are going to be needed."

Bailey said he expects the level of production in Iowa to maintain 1983 levels. Several feature film and commercial production companies are considering Iowa locations for 1984 projects.

All in a day's work, Gov. Terry Branstad visits Academy Award-winning actress Jessica Lange on the set of "Country," Disney's feature film on location near Waterloo.

IDC commissioners broach Trade Center queries

Members of the Iowa Development Commission have been ticking off the economic benefits to the whole state in presenting the proposal for an Iowa World Trade Center.

"The center will provide future jobs for our young people and particularly for our young college graduates who are trained in international banking, insurance, export trade and other disciplines required by a trade center," said IDC Chairman Robert Meier.

On the road

IDC commissioners spent two weeks in February, conducting town meetings on the proposal in 20 cities.

At meetings in Ottumwa, Fort Madison, and Waterloo, Meier emphasized the need for reconciliation and a partnership between the special interests and the interests of the state of Iowa and that the Iowa World Trade Center is a place where they can all get together to the state's great benefit.

"I believe the Iowa World Trade Center will catapult the state of Iowa into permanent world prominence in agricultural exports," said IDC Commissioner Gerald Weiner. "We're already number two in farm exports in the USA." Weiner spoke at town meetings in Council Bluffs, Sioux City and Cedar Rapids.

The commissioners fielded some very pointed questions about the project and its potential benefits to the state of Iowa. IDC Commissioner Jack Pester, who is chairman of the board of the Pester Corporation, said anything really important to people is bound to be controversial.

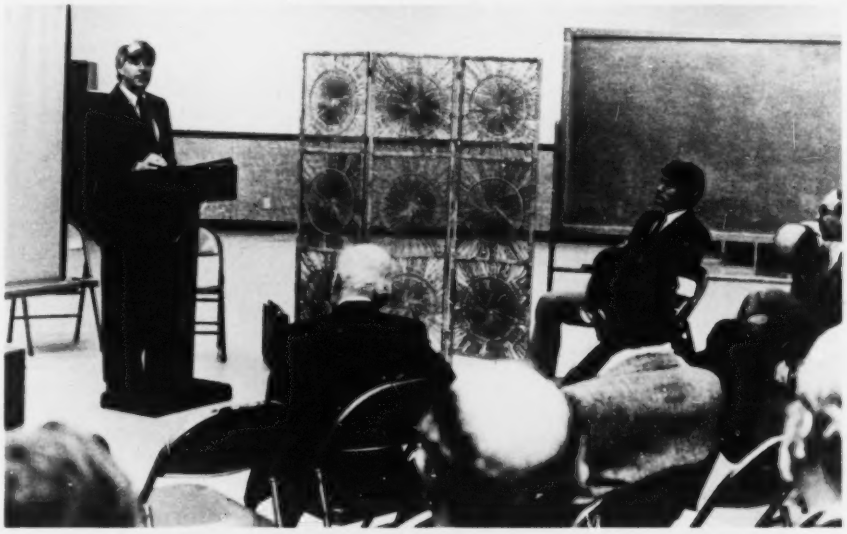
"People who went to those town meetings asked good, thoughtful questions and it is part of our mission to provide information," said Keith Heffernan, deputy director of the IDC.

The Iowa World Trade Center has been described as a shopping center where foreign buyers get together with the sellers of Iowa products. Pester said his own business experience has taught him that "you give me traffic and we'll do business."

The state of Iowa has been asked to contribute $10 million in each of the next three years toward the trade center building in Des Moines, which will cost about $75 million.

"Can't afford not to"

When asked at the town meeting in Oelwein if the state could afford this, IDC Commissioner Karen Merrick responded, "We can't afford not to do it. We have to do it."



IDC commissioner Michael Dunn from DeWitt addressed members of the Davenport Chamber of Commerce. Chamber directors later voted to support the concept of an Iowa World Trade Center.

Commissioner Michael Dunn told meetings in Burlington and Davenport that his experience with the U.S. Agriculture Department had taught him never to be discouraged by complaints that "we don't have the money." Dunn said there's always money available for a worthwhile project.

One of the more telling points before town meetings for Commissioner David Hinton was Iowa's system of county fairs and state fairs. In Creston and Newton, Hinton reminded Iowans that they already have public lands and public buildings where producers, manufacturers and business people get together to exhibit their products and services to buyers. Iowans call them fairs and fairgrounds.

In Carroll, Farm Bureau member Merlyn Groot of rural Manson asked the town meeting, "What is the cost here if we don't build it?" Groot asked people to think of what the state might lose in sales of its agricultural and manufacturing products if the Iowa World Trade Center is not built and the impact that might have on the state's future.

Echoing the importance of agriculture was Commissioner E. Thurman Gaskill, who conducted town meetings in Algona, Spencer and Mason City. Gaskill noted that the farm dollar turns over seven times in the economy and that farm benefits accrue to everyone.

Although the series of town meetings is over, Heffernan said the IDC would continue to present the Iowa World Trade Center proposal to specific gatherings around the state.

Iowa Ag & Business Indicators

Compiled by the Iowa Development Commission

Labor Demand and Supply[1] — December, 1983

Service Areas	Individual Placements	New Applicants & Renewals	Service Areas	Individual Placements	New Applicants & Renewals
Ames	122	455	Iowa City	133	940
Atlantic	112	352	Keokuk	22	298
Burlington	275	712	Marshalltown	275	535
Carroll	74	370	Mason City	494	896
Cedar Rapids	267	2,007	Muscatine	60	326
Centerville	27	143	Newton	53	254
Charles City	5	146	Oskaloosa	27	158
Clinton	136	508	Ottumwa	78	514
Council Bluffs	279	942	Sheldon	18	139
Creston	41	271	Shenandoah	71	384
Davenport	233	1,976	Sioux City	653	1,672
Des Moines	655	2,650	Spencer	69	540
Dubuque	175	1,066	Storm Lake	61	219
Fairfield	27	115	Waterloo	362	1,439
Fort Dodge	156	707	Webster City	76	207
Fort Madison	32	194			
			STATEWIDE	5,122	21,031

[1]All new applicants and job openings listed with Iowa Department of Job Service.

U.S. Consumer Price Index

	Nov. 1983	Nov. 1982
All Urban Consumers (1967 = 100)	303.1	293.6

U.S. Composite Construction Cost Index

	October 1983	October 1982
U.S. Composite Construction Cost Index (1977 = 100)	154.2	153.9

Business Data

	11/83	11/82	11 mos./83	11 mos./82
New Car Registrations	7,009	7,296	83,180	73,304
Iowa Savings & Loan ($000,000)				
Total Loans Closed	41.1	15.9	467.3	211.6
Savings	3.0	-37.3	659.8	-103.9
Work Force (000)	1,348.8	1,371.7	1,362.4	1,385.9
Unemployment	63.2	88.5	84.9	88.3
Rate (% of work force)	4.7	6.5	6.2	6.4
Employment	1,285.6	1,283.2	1,277.4	1,297.5

Value of New Dwellings[1] ($000)

	12/83	12/82	12 mos./83	12 mos./82
Ames	$ 488.0	$ 105.0	$ 7,164.0	$ 1,459.5
Bettendorf	322.6	200.2	7,992.6	4,403.1
Burlington	0	0	1,791.3	1,474.0
Cedar Falls	76.1	206.0	1,693.3	3,768.9
Cedar Rapids	70.8	69.5	2,110.9	1,687.8
Clinton	0	0	1,189.5	163.0
Council Bluffs	0	111.5	2,854.5	3,516.3
Davenport	483.5	577.4	8,654.9	7,336.0
Des Moines	841.1	221.6	12,363.3	6,078.4
Dubuque	79.9	0	1,192.4	573.9
Fort Dodge	0	0	1,209.3	170.0
Iowa City	2,231.8	1,412.6	31,977.0	18,488.9
Keokuk	33.0	0	421.0	1,782.3
Marion	0	0	925.7	649.9
Marshalltown	0	0	2,089.0	840.0
Mason City	105.0	54.1	3,378.3	1,290.2
Muscatine	193.8	419.5	6,261.2	2,036.1
Newton	0	0	307.0	2,110.3
Ottumwa	0	0	520.0	1,523.0
Sioux City	65.2	0	2,340.1	2,390.8
Urbandale	318.0	163.1	7,145.3	4,288.1
Waterloo	49.7	0	3,065.8	2,538.5
W. Des Moines	1,035.1	255.9	16,486.6	4,969.7
TOTAL	$ 6,393.6	$ 3,796.4	$ 123,133.0	$ 73,538.7

[1]Single, two-family and multiple residential dwellings, based on housing permits issued.

Farm Retail Price Spreads

	Oct. 1983	Oct. 1982
Beef, Choice:		
Retail price (cts./lb.)	231.8	238.7
Net carcass value (cts.)	135.8	139.0
Net farm value (cts.)	127.0	128.7
Farm-retail spread (cts.)	104.8	110.0
Pork:		
Retail price (cts./lb.)	162.3	190.9
Wholesale Value (cts.)	99.8	127.8
Net farm value (cts.)	66.4	90.3
Farm-retail spread (cts.)	95.9	100.6
Dairy Products:		
Retail cost (1967 = 100)	250.1	247.1
Farm value (1967 = 100)	247.9	265.0
Farm-retail spread (1967 = 100)	238.5	231.4
Eggs:		
Retail cost (1967 = 100)	200.1	175.8
Farm value (1967 = 100)	228.6	189.2
Farm-retail spread (1967 = 100)	158.9	156.4

Quarterly Periods

	1983 I	1983 II	1982 I	1982 II
Personal Income ($000,000)	31,324	32,818	29,782	30,458

Stock Index

	Iowa*	Dow Jones Industrial
Oct., 1983	223.69	1,225.20
Nov., 1983	233.55	1,276.02
Dec., 1983	237.36	1,258.64

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Price Received by Farmers

	12/83	11/83	12/82
Corn, bu.	$ 3.02	$ 3.11	$ 2.15
Soybeans, bu.	7.42	7.85	5.33
Oats, bu.	1.78	1.87	1.62
Hogs, cwt.	44.80	37.30	53.40
Beef cattle, cwt.	55.60	52.40	53.30
Calves, cwt.	57.30	56.10	57.50
Milk (whls), cwt.	13.90	13.70	13.60
Sheep, cwt.	14.80	12.60	16.50
Lambs, cwt.	57.00	53.90	48.60
Eggs (market), doz.	.74	.67	.41
All hay, ton baled	72.00	70.00	52.00
Turkeys, lb.	.48	.42	.31

Average Price Paid by Farmers

	12/15/83	12/15/82
Beef cattle concentrated, 32-36%	$ 14.60	$ 12.50
Hog feed, 38-42% protein	16.70	14.70
Soybean meal, 44% protein	15.00	12.00
Dairy feed, 16% protein	225.00	180.00
Poultry feed, layer ration	210.00	185.00

Commodity Feed Price Ratios

	12/15/83	12/15/82
Hog — corn[1]	14.8	24.1
Beef cattle — corn[1]	18.4	24.8
Egg — feed[2]	7.4	4.8
Milk — feed[3]	1.24	1.51

[1]Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.
[2]Pounds of laying feed equal in value to 12 eggs.
[3]Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

Bed & Breakfast in Iowa, Ltd.

Pull up a chair...

Need a place to stay between here and there? How about an "elegant National Registry restored Victorian home . . . furnished with antiques . . . French spoken . . . strong interest in opera and music."

Or maybe you'd prefer a "beautiful contemporary home . . . features a deck around three sides . . . with a spectacular view of a very large ravine and creek. Many bird feeders offer a chance to watch unusual birds. . . ."

These are just two of the many homes listed with Bed & Breakfast in Iowa Ltd.

The bed and breakfast concept, familiar to many who've traveled in Europe, is just starting to become popular here at home. The experience is more like staying with friends than paid accommodation.

Iona Ansorge, owner of Bed & Breakfast in Iowa Ltd., is impressed with the quality of both guests and hosts. "People who apply to be hosts have usually stayed at B&Bs in Europe," she notes, so they're well aware of the gracious ambience that's standard fare.

Host applicants are strictly screened, with the two most critical requirements an immaculate home and hospitable people. Ansorge conducts a rigorous three-step application procedure. Hosts are expected to know area restaurants, be familiar with local attractions and have some brochures on hand, keep up on road conditions and the weather report, help with luggage, offer coffee, and generally be the perfect host to complete strangers. No independent advertising is allowed, and all bookings go through Bed & Breakfast in Iowa Ltd., so the host family avoids any appearance of commercialism.

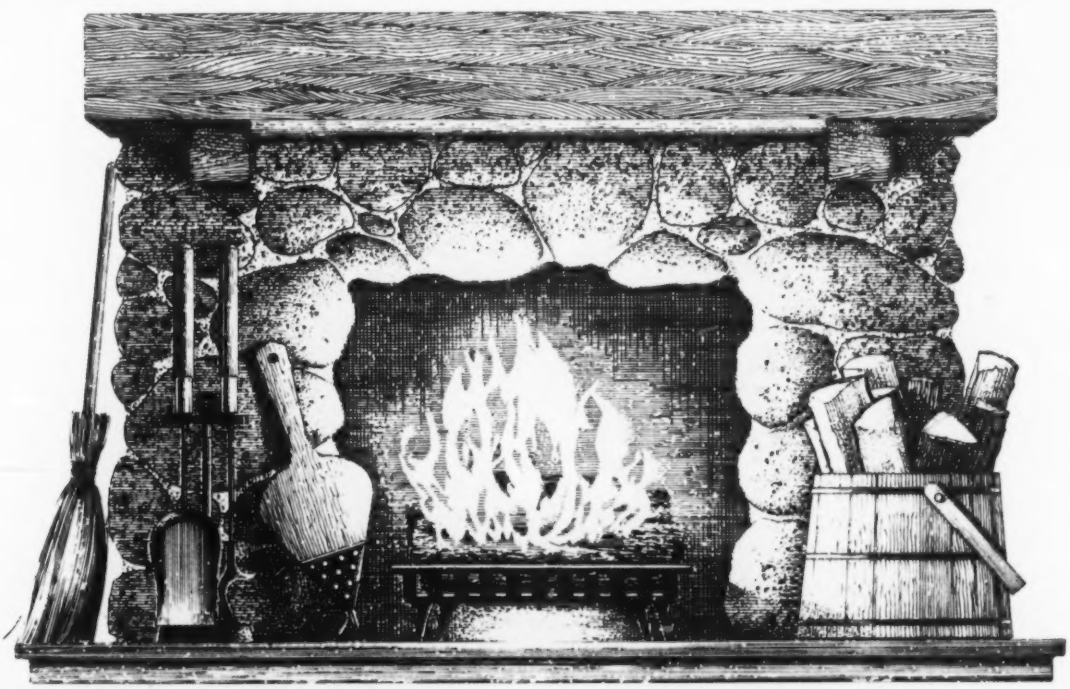
In return, guests are screened through Ansorge. A $20 deposit is required, usually charged to VISA or Mastercard. Ansorge stresses that individuals who seek out bed and breakfast experiences, either as host or guest, aren't likely to be awkward company. On the contrary, her screening process has resulted in some winning combinations. She tries to match interests, and the B&B inclination alone has cemented many a friendship.

One guest was pleasantly surprised by the efforts of his host to acquire tickets to a University of Iowa football game. An Eastern couple was thrilled with the chance to share an impromptu cattle round-up.

Ansorge sees good things in store for the future of the B&B industry in Iowa. "So many people are still unaware of this opportunity," she notes. "Our biggest problem so far is that people from Iowa must be proud of our state, and promote it. We may not have a Grand Canyon or the Black Hills, but we've got terrific people. That's what really counts."

And when your traveling via bed and breakfast, that counts more than ever.

For more information on Bed & Breakfast in Iowa Ltd., contact Iona Ansorge, 515/277-9018, at 7104 Franklin Ave., Des Moines, IA 50322.



Business + Education + Labor =
A Winning Combination

"He who can, does. He who cannot, teaches." So goes the infamous putdown of academics. Well, some professors at the University of Alabama at Tuscaloosa really can. The scholars and their students have come to the rescue of a local General Motors carburetor assembly plant where 200 workers were about to lose their jobs. The automotive giant, frustrated with operating deficits at its Rochester Products Division factory, had planned to close it down. But the academics came up with a number of cost-cutting ideas that helped stem the plant's losses, and now Rochester Products is being hailed by GM as an example of the factory of the future.

The scholars relished the chance to put on coveralls and try out some of their ideas on the assembly line. Says Marketing Professor J. Barry Mason, chairman of the university's task force: "We couldn't stay locked in an ivory tower at a time like this." The workers, for their part, welcomed the helpful meddling. GM had bought the former textile mill in 1977, at the height of the new-car boom. But sales began a four-year slump in 1979, and in August 1982 GM announced it would close the factory unless local managers and workers could eliminate $2 million a year in losses. Tuscaloosa employees suggested 100 ways to cut costs, yet the total savings fell $500,000 short of what was needed.

At that point, members of the local Chamber of Commerce and two industrial development groups, who usually spend their time trying to attract new industries, realized they were about to lose an established one. They donated $75,000 and persuaded the university's business and engineering schools to turn the factory into a living laboratory. The university agreed in January, promising to pay for the cost of using the factory by finding $500,000 in annual savings or making up the difference in cash.

A law professor who was an expert on interstate shipping studied the factory's trucking contracts. He found them overpriced and suggested putting them out for new bids. Savings: $90,000. Engineer-

ing professors, inspired by a campus air conditioning system that uses 60° F underground water, designed one to save electricity for the factory. Savings: $75,000. In total, the university found $470,000 in cost reductions and possibly an additional $175,000. Assembly-line workers cheered last month when the top brass from GM and the United Auto Workers arrived from Detroit and announced that the plant would be kept open for at least three more years as a continuing experiment.

Alabama's students, who had previously had little access to on-the-job training, now have a site for class projects. Says Ron Watson, a graduate student in mechanical engineering: "It's the unromantic end of the business, but it's good for me. When I do my project, it won't just be a pie in the sky, it will be real."

The challenge has brought friendlier ties between GM and U.A.W. Local 2083. Part of the deal for saving the plant called for concessions from the union, including one in which workers gave back $55 a week from their paychecks, which average $330 weekly. Says Alabama's Mason: "Large numbers of businesses have closed because people could not talk together in this way. There are an enthusiasm and a joy here now." Especially so because the project's success means that workers will be getting their money back, in the form of $1,600 checks, just in time for the holidays.

Time, November 28, 1983

Trade exhibitions

Call 515/281-8515 for more information.

- PORTS AND TRANSPORTATION '84, Rotterdam, Netherlands, June 4-7.
- BUSINESS SYSTEMS USA '84, Perth Australia, June 5-8, Sydney, Australia, July 30-August 3.
- INTERNATIONAL TECHNICAL EXHIBITION FOR PRECAST CONCRETE, Brussels, Belgium, September 9-13.
- AUSTRALIA'S INTERNATIONAL ENGINEERING EXHIBITION (A.I.E.E. '84), Sydney, Australia, September 10-14.
- U.S. SPECIALIZED TRADE MISSION (construction machinery and building products), Egypt, Lebanon, Oman, October.
- SECOND INTERNATIONAL BUILDING AND HOUSING EXHIBITION, Mexico City, Mexico, October 8-14.
- 1984 HONG KONG TRADE FAIR, Part I (industrial machinery), October 19-23, Part II (consumer products), October 29-November 3.
- BAGHDAD INTERNATIONAL FAIR (construction machinery and equipment), Baghdad, Iraq, November 1-15.
- U.S. CATALOG EXHIBITION (mining and extraction machinery and equipment), India, Pakistan, Burma, November 1-16.
- SAUDI CITY EXHIBITION (construction machinery and building products), Riyadh, Saudi Arabia, December 1984.

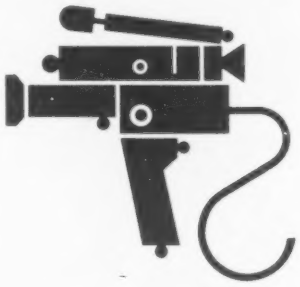
IDC's Community Reference Center draws statewide interest

It won't be long before cameras are focused on all the best angles of many Iowa communities. Plans are underway to create or update promotional community presentations for local use and for the Iowa Development Commission's new Community Reference Center.

A community audio-visual presentation is a valuable aid in recruiting new business to Iowa communities, notes John Schaffner, manager of the IDC's Community Resources group. "Business prospects are inevitably impressed with a top quality promotional presentation," he adds. Schaffner also commends the inevitable byproduct of putting together a community AV presentation: sophistication of community marketing skills.

The IDC Community Reference Center will expand the community reference capability of the Commission and will facilitate the presentation of communities to prospects prior to actual site visitation. Business prospects can get a good basic understanding of the character of a community from the tape at the IDC Center.

"First and foremost, the objective in producing an A/V presentation is promotion of the community," notes Schaffner, "but it's important to remember that at the IDC Community Reference Center, your tape will be shown in competition with other Iowa communities." Although disparity in financial resources may cause some communities to produce in slide format rather than videotape, the IDC requests that



slide shows be transferred to tape for use in the Reference Center.

Many chambers of commerce and industrial development groups from across the state have had technical questions about putting together their presentation, and Bill Lindstrom, the IDC's Audio/Visual Manager, says those questions can be directed to his office. "I'll be glad to point anybody toward a good Iowa production house, or just talk about concepts," Lindstrom offered. Inquiries should be directed to Lindstrom at 515/281-8319. ✣

New tech pub premieres

Midwest Technology, aimed at facilitating technological development in our region, has begun publication of a comprehensive newsletter.

Based in Michigan, its editorial focus includes ten midwestern states referred to as the Midwest Octagon: Michigan, Ohio, Wisconsin, Illinois, Indiana, and parts of Iowa, Minnesota, Kentucky, Pennsylvania and Missouri.

David L. Rogers, editor and publisher of *Midwest Technology*, states that, "the Midwest Octagon is alive with new technology, new business ideas and great promise . . . the rise of technology-based small business and flexible factory automation is almost silent, unheralded. We believe that over time these new businesses and processes will replace, even surpass former employment highs."

The publication's Editorial Board has members representing both industry and state government, including Jack Bailey, director of the Iowa Development Commission.

Midwest Technology intends to build the Midwest's first comprehensive information network to link and assist technology-based business and industrial development, providing that information to its subscribers. Business people who wish to contact the publication about providing technology transfer or innovation information may write Midwest Technology Information Center, Inc., Suite S-210, Delta College, University Center, MI 48710, or phone 517-686-9265. ✣

Rep. Kenneth DeGroot (second from left) from Doon and Rep. Dale Cochran (right) from Eagle Grove join other legislators to sample the wares of commodity groups at the IDC's annual Food Fair, February 1.

Procurement conference set

Iowa manufacturers interested in bidding on federal contracts will meet in Des Moines on April 18 for a federal procurement conference.

The conference, to be held at the Des Moines Marriott Hotel, will feature representatives from all federal agencies, prime federal contractors, and all buying centers in the Department of Defense.

Iowa is near the bottom in a state-by-state ranking of federal procurement contracts. Upgrading the state's position will have a favorable impact on Iowa economic development. The goal of the April meeting is to match up buyers in federal government with firms in Iowa. Individuals will have a chance to establish one-on-one contact and acquire bid packages.

The Iowa Development Commission is providing organizational support to this effort.

Jim Sechrist of Senator Jepsen's office is coordinating the conference, which is expected to draw 400-500 Iowans from both small and medium-sized businesses.

The tentative program format is as follows:

7:30	Registration
9:30-12:30	Optional presentations "Export Opportunities" and "How to Prepare a Bid Package" Individual conference opportunities
12:30	Luncheon - Secretary of Commerce Malcolm Baldridge has been invited to speak.
2:00-4:00	Individual conference opportunities

There will be a mass mailing of registration information in early March to every business in Iowa, local Chambers of Commerce and the Iowa Development Commission. The registration fee of $15 will cover all conference costs.

1984 Stat Profile available

The *1984 Statistical Profile of Iowa* is now available from the Iowa Development Commission.

The 128-page book is a compilation of numbers and charts on nearly every facet of the state, from attendance figures at state parks to measurements of the Gross State Product. The figures for each area are the most current available.

The book will be mailed to public and school libraries throughout the state, as well as to government agencies, chambers of commerce, industrial development groups and associations. Copies are available free of charge on request.

For a copy write: Research & Development Group, Iowa Development Commission, 600 East Court Avenue, Des Moines, Iowa 50309.

Pre-export meeting scheduled in D.C.

A unique, four-day meeting to promote the international marketing of products from small and medium-sized businesses will be held May 29 to June 1 in Washington D.C.

The International Business Opportunities Conference (IBOC) will focus on pre-export options that include joint ventures, product licensing and technology transfer.

In addition to workshops on the technical aspects of joint enterprise, the conference will attempt to computer match participants by product line and type of venture.

The event is co-sponsored by the National Governor's Association and the Federation of International American Clubs.

For further information, contact Luca Berrone at the Iowa Development Commission, 515/281-6823.

Iowa DEVELOPMENT COMMISSION

IDC DIGEST

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Jack C. Bailey ..... Director
Keith Heffernan ..... Deputy Director
Marketing 281-6785
John Schaffner, Community Resources 281-5916
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Iowa Development Commission
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March is Agriculture Month

Did you know that agriculture is the largest industry in the United States? Or that agricultural land produces $4 billion in property taxes?

The Agriculture Council of America offers these facts and more in recognition of Agriculture Month. The program's theme, "The Food Chain - A Human Chain," emphasizes the people part of agriculture.

One farm operator produces enough food for 76 people.

Twenty-three million jobs are generated by agriculture and ag-related activities.

Twelve percent of your personal budget is probably spent on food.

In 1830 it took thirty-seven hours to harvest one acre of wheat. Today it takes less than a half hour.

Food for thought? Add these vital statistics from the Iowa Development Commission Research Division.

In 1982, 117,000 Iowa farms produced $10.3 billion in cash receipts, the second highest ranking agriculture bounty in the U.S.

Iowa corn production ranks first in the country, with 1.59 billion bushels in 1982.

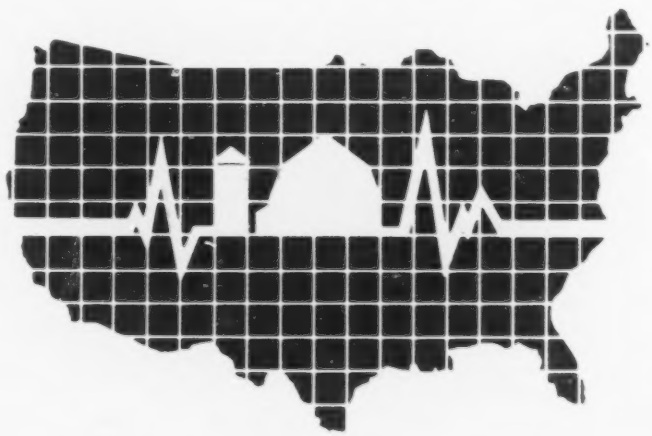
Iowa markets 26% of the nation's hog supply and 12% of the grain-fed cattle.

Iowa's estimated 117,000 farms was the third largest number of farms of any state in 1982. Texas leads with 185,000, with Missouri second at 118,000.

The average Iowa farmer (statistically) is 47.3 years of age, owns farm land valued at $1,801 per acre, has over $500,000 invested in land and buildings and over $48,000 invested in equipment and machinery, and farms 289 acres.

In 1982 Iowa was the second largest soybean producing state, with 321 million bushels.

Agricultural exports accounted for more than 29% of Iowa's total agricultural cash receipts in 1982. Since 1970 the value of Iowa's agricultural exports has increased almost 500% from $515.1 million to $3.03 billion today.



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